

1 calorie per gram

**Pfizer introduces
POLYDEXTROSE...
the bulking agent
to help you
formulate
reduced calorie
foods.**

POLYDEXTROSE HAS ONE CALORIE PER GRAM. That makes it the tool food technologists have needed to allow formulation of a whole new array of reduced calorie foods.

And the list is long... from candy, frozen desserts and baked goods to frostings, puddings, salad dressings and chewing gum.

Calories are reduced... by partially substituting POLYDEXTROSE for sugar or, in some cases, fats... while retaining desirable bulk, texture, mouthfeel and palatability of full calorie versions.

There's a growing calorie conscious market waiting for the new foods now made possible by POLYDEXTROSE... and through the ingenuity and innovative talents of the food technologists.

For further information, please write to:

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CHEMICAL DIVISION